



Interreg
Italy - Croatia
TEMPUS



EUROPEAN UNION

TEMPorary USEs as start-up actions to enhance port (in)tangible heritage

D5.3.3 – OST REPORT

Document control

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1. INTRODUCTION

The Open Space Technology (OST) event was held online on the 22nd of September 2021 due to the mobility restrictions caused by the COVID-19 pandemic crises. Waking an OST workshop at this point in the experimentation process was aimed at defining the macro-directions of the TEMPUS project Building Community Strategy together with local stakeholders involved in the three ongoing LAGs.

Open Space Technology is a methodology to enable all kinds of people, in any kind of organization, to create inspired meetings and build up together creative solutions to common problems. Conceived as a kind of no-stop coffee break by its creator the enterprises consultant Harrison Owen in 1983, it allows informal exchanges among peers: thus, participants create and manage their own agenda of parallel working sessions around a central theme of strategic importance. The common result is a powerful, effective connecting and strengthening of what's already happening in the organization.

The OST event has been organized by UniBo team, after a previous introductory workshop with all the PPs, in which the fundamental principles, the structure of the organization and the possible topics of discussion were shared and explored. Starting with the main question, on how to build up a community interested in developing temporary uses to enhance cultural heritage by cultural creative industries, during that preliminary workshop PPs proposed many sub-themes to fine tuning about the main topic, such as:

- Invitation of the trusty subjects: who will be the most representative LAG's participants to discuss about the OST issues?
- How to build up a community interested in developing temporary uses to valorise CH by CCI?
- How to embed TU and CCI valorisation in people's interest, life and "identity" (that is, sense of belonging)?
- How to gear TU investments into larger valorisation strategies that may trigger longer-term economic sustainability?
- How to involve more SMEs in TU projects? How to create a community of more SMEs interested in TU?
- What are your memories related to this area and what are your expectations for the future?

- How to build an Urban Strategy aimed to use TU for growing the interest of citizens and tourists in the pilot city and its heritage, involving the entrepreneurial sector?
- What are the strengths and weaknesses this area/ city should work on?

Thus, at the end of the preliminary workshop, all the PPs agreed on organising the structure of the OST event as it follows, adapting to the online tools:

- informal start, by using breakout rooms;
- plenary session to introduce the topic and have the “market place of ideas”;
- parallel sessions by using breakout rooms, in order to discuss sub-topics;
- plenary session to share final reports and vote on the proposals that emerged in each room.

2. IMPLEMENTATION OF THE OST EVENT

- Welcome session

The OST event started with dividing the participants in 5 welcome rooms: to introduce each other in small groups of 5/6 people and start informal discussions. To do so, a facilitator from PPs attended each of these rooms, to let people use a digital board in which they had to share a note, a thought or a drawing inspired by the question: how does a community cooperating in heritage-based urban regeneration looks like?

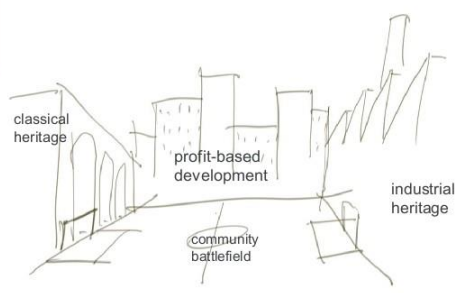
session/room 1

how does a community cooperating in heritage-based urban regeneration looks like?

Please, share a note, a thought, a drawing!

- Focus on the wellbeing of local community.**
- Different actors from both the public and private sector, such as conservation authorities, public authorities, culture institutions, entrepreneurs, NGOs, local community
- citizens initiatives affect the atmosphere and quality of life in their neighbourhoods
- Awareness-raising of heritage importance and role in society

- heterogeneous both in personal experience and professional expertise
- an inclusive community that combines economic growth and social cohesion
- strong support from local authority**
- BOTTOM UP PROCESS TO INVOLVE ASSOCIATIONS
- Avoid tourism as the main motivation for regeneration
- in 2 minutes you'll go back in plenary!

session/room 2

how does a community cooperating in heritage-based urban regeneration looks like?

Please, share a note, a thought, a drawing!

- heterogeneous: from children to adults; from citizens to experts passing by administrators
- Community should be composed by people with different skills and different experiences
- With members from CCI (Entrepreneurs)
- aware about the role that heritage could play in the local development process: as a vector, as a factor, as a driver

- involve members coming from business and school incubators from different fields of practices and experiences
- inclusive tenders and funds for start up and CCIs**
- Cross-sectorial; multi-expert; inclusive; close collaborative with PAs; continuous triangulation ACADEMIA-BUSINESS-ADMINISTRATION;
- CO-DESIGN and CO-CREATION are the methodological tools of community involvement
- consider urban structure and the urban areas: give priority to marginalized urban areas
- creative and active, that means able to find out different ways to bring public or political attention on some specific heritage assets
- ensure the support and cooperation of local authorities
- Education is fundamental: children should think about heritage as part of their real life (from past to future).

session/room 3

how does a community cooperating in heritage-based urban regeneration looks like?

Please, share a note, a thought, a drawing!

in 2 minutes you'll go back in plenary!

creative, multi-disciplinary

engaged

to involve wide range of different stakeholders in order to ensure participatory approach

long term planning

support from regional authority

based on collaboration and creativity

Stakeholders from different backgrounds related to heritage

role of citizenship in the urban regeneration

session/room 4

how does a community cooperating in heritage-based urban regeneration looks like?

Please, share a note, a thought, a drawing!

engagement and involvement and active participation from the citizens

Everyone is committed to being an active part

temporary use as a method for highlighting specific problems of heritage assets. Or highlighting generally unknown sites

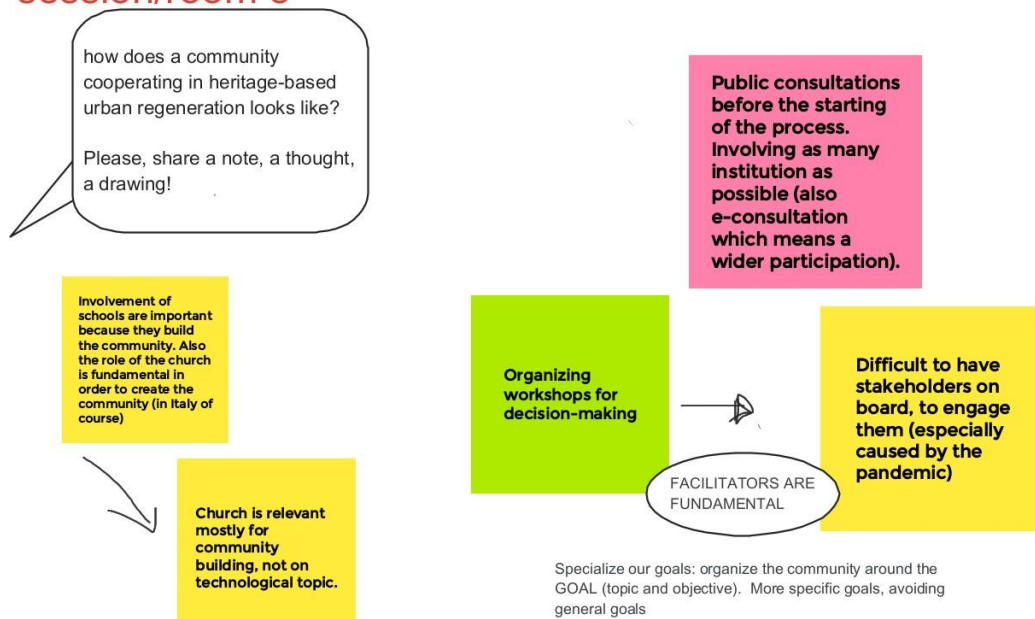
in 2 minutes you'll go back in plenary!

Organization of workshops to present it

inclusion of local residents and local government along with local business

enabling residents to be more active in decision bringing process

session/room 5



- Plenary session

After the welcoming session, Anna Uttaro from the University of Bologna made a presentation about the structure, objectives and expected results of the TEMPUS project, highlighting mostly the actions and outputs to be realized with reference to the Community Building process foreseen within the WP5.

Then, the OST participants joined the “market of ideas” section, in which they shared ideas and thoughts around the following question: how to build up a community interested in developing temporary uses to enhance cultural heritage by cultural creative industries?

Many questions raised and, within the discussion, they were grouped around the following 4 main topics:

1. how to stimulate and nurture stakeholders’ curiosity;
2. how to design “phygital” urban games;
3. how to make aware about benefits of Cultural Heritage (CH) and Temporary Uses Actions (TUA) joint actions;
4. which are the first steps to be realized to build the starting core of the community of practices.

- Parallel sessions

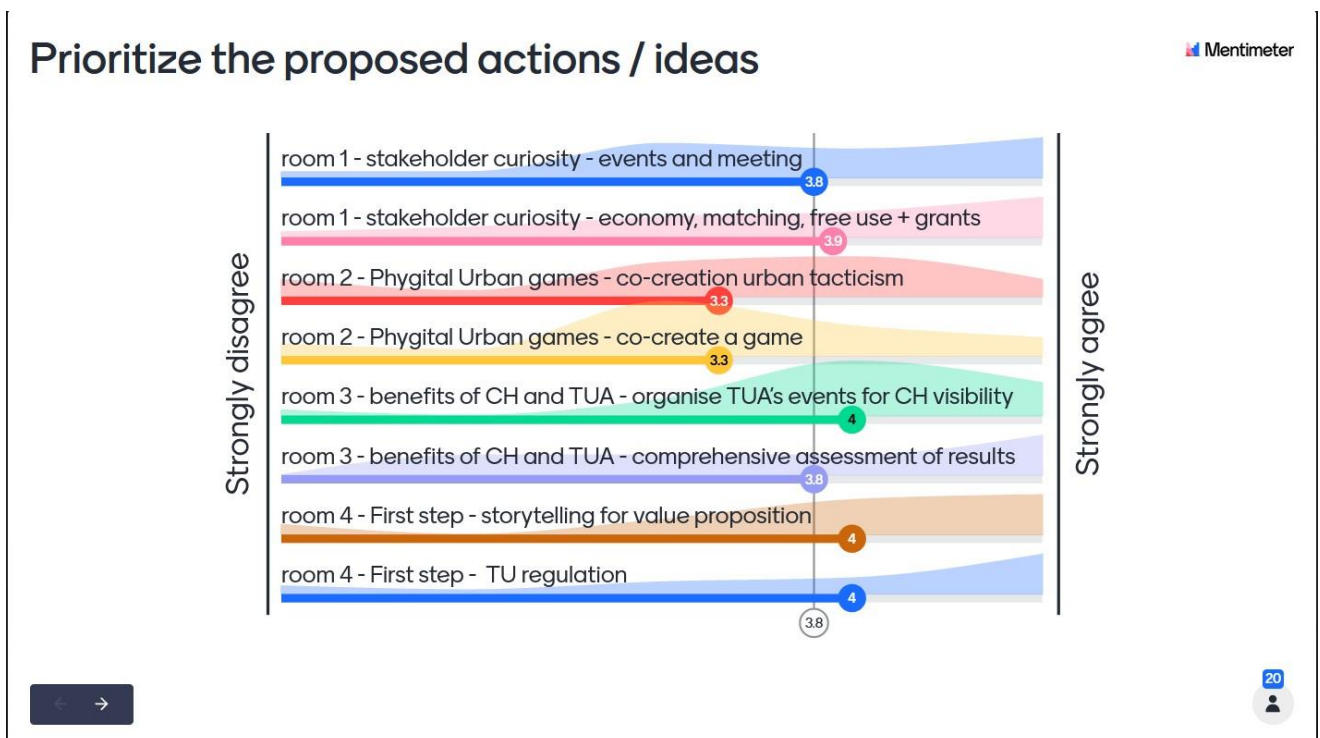
Lead by the person who proposed each topic, participants were spread over 4 rooms (each one dedicated to 1 of the 4 main topics) to further develop the discussion and define two main actions to realize, in order to make these ideas concrete.

Discussions developed for 1h30' supported by notes in a "[google jamboard](#)" (pages 2-5) and finally resumed in an instant report, written on a template provided by the workshop organization (instant reports of each working group are attached to this report).

- Final plenary session

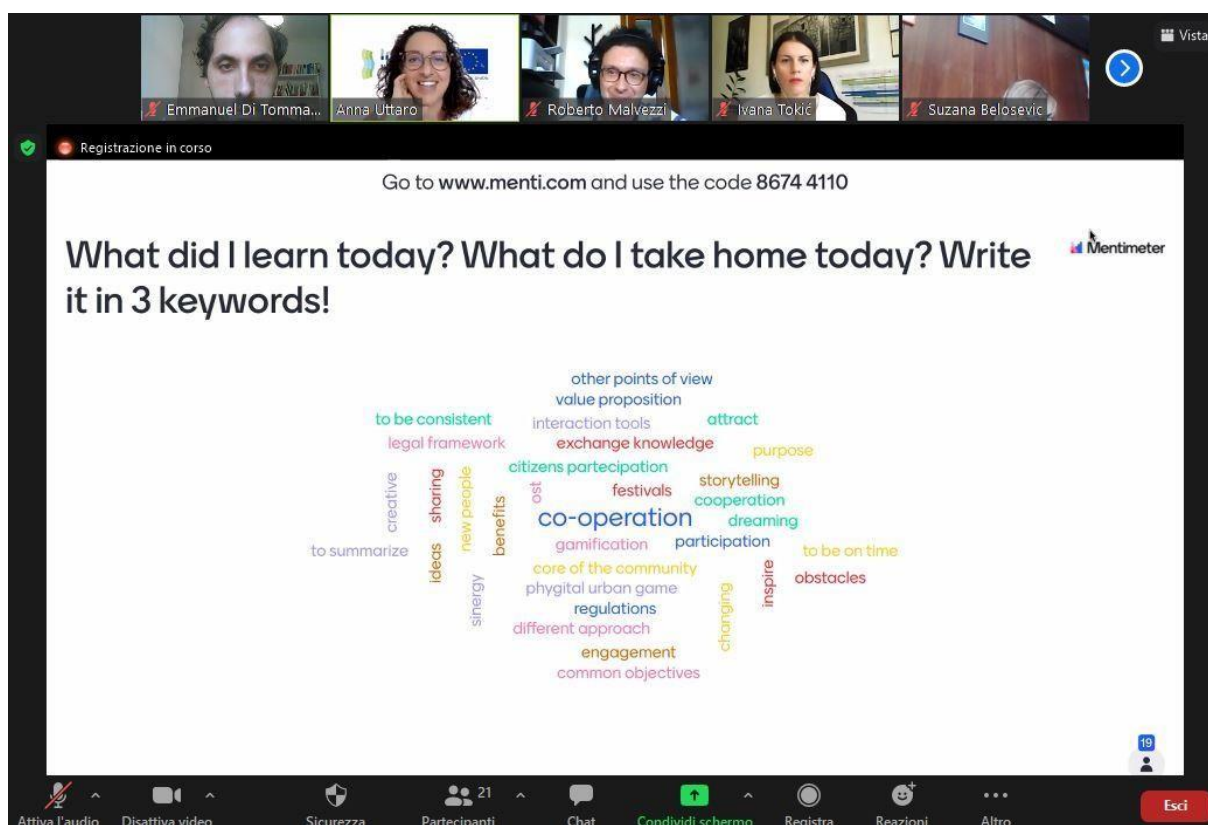
The main achievements defined by the working group were presented to everybody in this session by the person who proposed the topic to discuss, underlining 2 actions to do in order to realise a community building strategy. Thus, this vote has had the aim to prioritize the proposed actions/ideas and help in structuring the forthcoming "Community Building Strategy".

Results were as follows in the image below:



Since the day was a first occasion for a joint meeting, not only between the Italian and Croatian PPs, but also between some members of the 3 LAGs from the pilot cities, it was important to close the meeting with a collective survey. To understand together what had been learned new from the experience, which saw the participation of people from different fields (institutional, entrepreneurship, research, cultural and creative industries, cultural heritage), we created a sort of collective picture, building together a “word cloud” to summarize each one with 3 keywords what they learned within the workshop.

It was interesting to discover that the cultural diversity of the participants made possible a real exchange in which the complementarity of the actors allowed to foster the knowledge of different professional worlds. At the centre, of course, the most voted word, as a perfect synthesis of the purpose of the workshop: cooperation.



3. CONCLUSIONS AND ATTACHMENTS

The OST meeting was successful according to 3 main goals:

1. The TEMPUS consortium made by all the PPs cooperated in order to realise the meeting: even if it was in charge of UniBo, which designed and coordinated all the event, it has been possible to realise it thanks to active engagement by the three pilot cities who provided invites to local stakeholders and also facilitated breakout rooms during the event;
2. The TEMPUS consortium for the first time enlarged its joint meeting to local stakeholders, actually carrying out a first transnational community experiment;
3. The TEMPUS consortium has collected many stimuli and proposals to define the macro directions that will build the “Community Building Strategy”, starting from the themes of the 4 discussion groups.

Attachments:

- [Brainstorming jamboard in the 5 welcome rooms](#);
- [Presentation of the TEMPUS project](#);
- [Jamboard of market of ideas](#);
- Instant reports: [room 1](#), [room 2](#), [room 3](#) and [room 4](#);
- [Final vote and word cloud](#).

The participants list is enclosed to folder with all reports.